

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Maine Street Flour Co.

#### Maine Manufacturing Extension Partnership

#### Maine Street Flour Flourishes with Maine MEP Assistance

##### Client Profile:

Maine Street Flour Company (formerly Aroostook Mills) of Limestone, Maine, is a two-year-old agricultural sector-based company which supplies stone ground grain products for commercial and retail customers. It is a milling operation that produces new flour mixes utilizing locally grown rotation crops. Main Street Flour is a tenant of the Loring Applied Technology Center and has 3 employees at this facility.

##### Situation:

Maine Street Flour Company's goal was to design and purchase packaging for their new products in order to compete with its rivals. The company was positioned to market these new products locally but needed to make the appropriate packaging investments. The vendors that were able to provide this service were located outside the state, and researching the company's options would have been very time consuming. With a company of this size, each person already had many jobs to do to make the business run smoothly and had little time to conduct this research. A field agent from the Maine Manufacturing Extension Partnership (Maine MEP), a NIST MEP network affiliate, was called upon to help find a designing company that would meet Maine Street Flour's needs and save them valuable time.

##### Solution:

Maine MEP's past experience with packaging design recourses and the flexibility of flour mix bags enabled them to help both with the design of the various mixes and obtain financial assistance through a Rural Development Grant. The grant was used to design and purchase new raw material bags for pancake and flour mixes, freeing up company funds for other needed manufacturing equipment.

##### Results:

- \* Met product marketing deadlines at various local retail stores.
- \* Increased customer satisfaction.
- \* Increased sales by \$10,600.
- \* Doubled number of stores selling product.
- \* Anticipated new hires.

##### Testimonial:

"Without MEP's help, Maine Street Flour would not be producing their product at the rate that we are currently at."

Chris Duepo, Owner

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